

WHAT IS CLAIMED IS:

1. An information-processing apparatus comprising:
computation means for computing an expected value
of a response transmitted by each of information-
processing terminals in response to each of a plurality
of contents transmitted to said information-processing
terminals; and

select means for selecting some of a plurality of
contents to be transmitted to each of said information-
processing terminals on the basis of said expected value
computed by said computation means for each of said
contents.

2. An information-processing apparatus according
to claim 1, wherein said information-processing apparatus
further comprises transmission means for transmitting
contents selected by said select means to any of said
information-processing terminal.

3. An information-processing apparatus according
to claim 1, wherein said computation means computes an
expected value of any one of said information-processing
terminals from results of a test transmission carried out
for said information-processing terminal.

4. An information-processing apparatus according
to claim 1, wherein, for any specific one of said

information-processing terminals, said select means selects a content whose expected value computed by said computation means.

5. An information-processing apparatus according to claim 1, wherein said expected value is a probability of a response's being expected to be received from any one of said information-processing terminals or an expected response rate of responses received from said information-processing terminals.

6. An information-processing apparatus according to claim 1, wherein said expected value is a predicted probability of a response.

7. An information-processing apparatus according to claim 1, wherein said contents are different from each other because some text parts are modified.

8. An information-processing apparatus according to claim 1, wherein said contents are each an electronic mail or a web banner advertisement.

9. An information-processing apparatus according to claim 1, wherein said contents each include hyperlink information.

10. An information-processing apparatus according to claim 9, wherein said computation means computes said expected value on the basis of click information of said

hyperlink information.

11. An information-processing method comprising the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

selecting some of a plurality of contents to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

12. A program to be executed by a computer to carry out the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

selecting some of a plurality of contents to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

13. An information-processing apparatus comprising:

transmission means for transmitting a content to

information-processing terminals;

response-rate-computing means for computing a response rate of responses transmitted by said information-processing terminals in response to said content transmitted by said transmission means;

storage means for storing a fee of transmitting said content for each response rate; and

acquirement means for acquiring a fee of transmitting said content for a response rate computed by said response-rate-computing means from said storage means.

14. An information-processing method comprising the steps of:

transmitting a content to information-processing terminals;

computing a response rate of responses transmitted by said information-processing terminals in response to said content; and

storing a fee of transmitting a content for each response rate in advance;

acquiring a stored fee of transmitting said content for said computed response rate.

15. A program to be executed by a computer to carry out the steps of:

transmitting a content to information-processing terminals;

computing a response rate of responses transmitted by said information-processing terminals in response to said content; and

storing a fee of transmitting a content for each response rate in advance;

acquiring a stored fee of transmitting said content for said computed response rate.

16. An information-processing apparatus comprising:

computation means for computing an expected value of a response transmitted by each of information-processing terminals in response to a content transmitted to said information-processing terminals;

setting means for setting a predetermined threshold value for said expected values computed by said computation means;

storage means for storing a fee of transmitting said content for each expected value; and

acquisition means for acquiring a fee of transmitting said content for said threshold value set by said setting means from said storage means.

17. An information-processing method comprising

the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to a content transmitted to said information-processing terminals;

setting a predetermined threshold value for said computed expected values; and

storing a fee of transmitting a content in advance for each expected value;

acquiring a stored fee of transmitting said content for said predetermined threshold value.

18. A program to be executed by a computer to carry out the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to a content transmitted to said information-processing terminals;

setting a predetermined threshold value for said computed expected values; and

storing a fee of transmitting a content in advance for each expected value;

acquiring a stored fee of transmitting said content for said predetermined threshold value.

19. An information-processing apparatus

comprising:

computation means for computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

first producing means for producing assessment information on largest expected values computed by said computation means for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values which are each computed by said computation means for one of said contents; and

second producing means for producing an assessment function of said expected values computed for all said contents by synthesizing pieces of said assessment information which are each produced by said first producing means for one of said contents.

20. An information-processing method comprising the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents by synthesizing pieces of said assessment information each produced for one of said contents.

21. A program to be executed by a computer to carry out the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents by synthesizing pieces of said assessment information each produced for one of said contents.